

Message Text

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PAGE 01 TURIN 00370 231833Z
ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 /021 W
-----020874 240016Z /21

R 231550Z AUG 77
FM AMCONSUL TURIN
TO USDOC WASHDC
AMEMBASSY ROME
INFO SECSTATE WASHDC 0753
AMCONSUL FLORENCE
AMCONSUL MILAN

UNCLAS TURIN 0370

E.O. 11652: N/A
TAGS: BEXP, IT
SUBJECT: FY-78 PROMOTIONAL EVENTS: TEXTILE EQUIPMENT
TRADE MISSION, APRIL 4-8, 1978.

REF: A. ROME 12888
B. ROME 12715
C. USDOC 2961
D. MILAN 1286
E. MILAN A-020
F. MILAN A-008

G. FLORENCE A-003

1. WE HAVE READ WITH INTEREST REF. MESSAGES RELATED TO SUBJECT
TRADE MISSION AND WISH TO OFFER ANY APPROPRIATE ASSISTANCE
GIVEN IMPORTANCE OF TEXTILE INDUSTRY IN THIS CONSULAR DISTRICT.
IN THIS REGARD, FOLLOWING MAY BE OF INTEREST TO ADDRESSEES
AND TO MEMBERS OF TRADE MISSION.

2. WE BELIEVE BIELLA AREA IN VERCELLI PROVINCE (90 KM. FROM
TURIN, 112 KM. FROM MILAN) DESERVES IMPORTANT CONSIDERATION
AS IT IS A FLOURISHING CENTER OF TEXTILE INDUSTRY IN ITALY.
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BULK OF SPINDLES AND LOOMS OPERATIVE IN PIEDMONT (ONE-FIFTH
OF ITALIAN NATIONAL TOTAL, OR SECOND HIGHEST CONCENTRATION
RATE FOR SUCH EQUIPMENT IN ITALY -- TABLE XVI, REF. E) IS IN
FACT LOCATED IN BIELLA DISTRICT. IN PARTICULAR, BIELLA HOLDS
NATIONAL SUPREMACY IN WOOL SECTOR WITH ITS WOOL MILLS ACCOUNTING
FOR OVER 44 PERCENT OF NATIONAL TOTAL FOR MOST IMPORTANT
WOOL MILLS (AS IDENTIFIED IN SECOND PART OF TABLE IV APPENDED

TO REF. F). IF SMALL-SIZED MILLS WERE TAKEN INTO CONSIDERATION, THIS PERCENTAGE WOULD BE MUCH HIGHER. SHOULD ALSO BE NOTED THAT IN 1976, ITALIAN WOOL PRODUCTS PRODUCTION RECORDED A 22.3 PERCENT INCREASE OVER 1975 FIGURES (TABLE XVII OF REF. E).

3. THERE ARE TWO PROMINENT COTTON MILLS IN TURIN CONSULAR DISTRICT, OF WHICH WILD AND C., S.P.A. EMPLOYING ABOUT 400, IS ESPECIALLY NOTEWORTHY. WILD HAS ITS OFFICES AT CORSO GALILEO FERRARIS 60, TORINO, AND OPERATES TWO LARGE PLANTS LOCATED AT CORSO TRIESTE 27, NOVARA (FOR SPINNING ACTIVITIES), AND AT VIA ROSSANA 5, PIASCO, CUNEO (FOR WEAVING AND BLEACHING). WE ARE INFORMED THAT THE WILD PLANT AT PIASCO, THOUGH REPORT-EDLY QUITE EFFICIENT, CURRENTLY UTILIZES OUTDATED CAPITAL EQUIPMENT AND MIGHT CONSIDER SOME MODERNIZATION IF OFFERED NEW MACHINERY COMBINING QUALITY AND SOPHISTICATION AT COMPETITIVE PRICES.

4. IN PIEDMONT THERE ARE ALSO MANY, LONG-ESTABLISHED TEXTILE MACHINERY MANUFACTURING ENTERPRISES WHICH HAVE MUSHROOMED ALONGSIDE THE LOCAL TEXTILE INDUSTRY AND HAVE GROWN TO BE ITS STEADY SUPPLIERS. MANY OF THESE HAVE ACHIEVED INTERNATIONAL RENOWN AND AT LEAST TWO OF THEM ARE WORTH MENTIONING AS LEADERS IN THEIR SECTOR:

-- SANT ANDREA DI NOVARA, OFFICINE MECCANICHE
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VIA LEONARDO DA VINCI 18, 28100 NOVARA
(SEE WTDR DATED MARCH 4, 1977)

-- OFFICINE COSTRUZIONI TESSILI AND IMPIANTI RIUNITE
O.C.T.I.R., S.P.A.
STRADA CAMPAGNE 16, 13051 BIELLA

5. SHOULD TRADE MISSION MEMBERS BE INTERESTED IN ALSO VISITING PIEDMONT, WE WILL BE PLEASED TO ASSIST THEM EITHER DIRECTLY (IF NUMBER AND/OR TYPE OF VISITS CALL FOR SPECIAL INTERVENTION) OR BY PROVIDING ASSISTANCE TO AMCONGEN MILAN. MISSION MAY WANT TO CONSIDER APPOINTXNT WITH ASSOCIAZIONE INDUSTRIA LANIERA ITALIANA (ITALIAN WOOL ASSOCIATION) AT ITS BIELLA OFFICE AND ALSO TAKE NOTE OF CITY OF BIELLA S PLANS TO CREATE AN ENTIRE SCHOOL COMPLEX DEVOTED TO TEXTILE SECTOR -- CSCHOOLING AND TRAINING, RESEARCH AND INDUSTRIAL EXPERIMENTATION.
WRIGHT

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